

PHILIP MORRIS USA

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TO: Arun Sinha

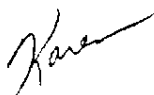
DATE: August 15, 1995

FROM: Karen Miller

SUBJECT: "Keep It Basic" Quantitative Research Presentation

Enclosed is your copy of the August 10 presentation deck on the results of the quantitative research that was conducted to determine if the tag-line, "Keep It Basic," ties the executions of the campaign together in a meaningful way.

As was shown in the presentation, the results indicated that the line should be incorporated in advertising and promotional materials.



cc: D. Beran
G. Blumenson
J. Bonhomme
A. Friedland
R. Kligerman - LBCo. (4 copies)
K. Lalley - LBCo.
C. Levy
J. Margolis
D. Murphy
N. Nicholes
L. Schwartz

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